



# **Marketing Specialist**

## **Organizational Relationship**

Reports to: Executive Director of Advancement and the TBCC Foundation

## **General Statement**

Under the guidance of the executive director of advancement, the marketing specialist will be responsible for producing marketing and communication materials to advance public awareness of TBCC's mission and achievements, accurately promote academic programs and services, and encourage student enrollment. The work includes graphic design, writing and editing for multiple communication channels such as radio, print media, social media and web pages. The position will work cross functionally with the student services and academic teams, and others, to ensure materials accurately reflect information from across the campus. This role is highly collaborative and requires a flexible attitude and creative problem solving skills.

## **Term of Employment**

Annual: position July 1 – June 30; academic calendar of 249 days

Type: 1 FTE; 40 hours a week

Leave in accordance with current TBCC Policy 312 and corresponding regulations.

## **Major Areas of Responsibility**

1. Provide graphic design and content development for marketing and communication materials and publications to advance public awareness of TBCC's mission and achievements, accurately promote academic programs and services, and encourage student enrollment.
2. Serve as primary content developer for social media channels under the direction of the executive director of advancement.
3. Manage content and graphic updates to the TBCC website and be responsible to maintain the front page, and news section.
4. Maintain and facilitate production of photography and digital assets for the college while complying with Family Educational Rights and Privacy Act (FERPA)

## **Specific Responsibilities**

### Graphic Design

- Design and produce newspaper ads, posters, fliers, event programs, banners, and other promotional material to serve the needs of departments across campus.
- Facilitate the production of and provide graphic design support and copywriting for college publications including the TBCC Term Schedule of Classes, TBCC Foundation newsletter, and an Annual Report.
- Coordinate the production of promotional materials for academic programs, student success initiatives, and Foundation fundraising initiatives working cross functionally with the student services and academic teams, foundation staff, and others as needed.
- Support college and foundation events by producing marketing materials for activities and events at times coordinate logistics.
- Write and distribute media releases, radio promotions, feature stories, and newsletter articles under the guidance of the executive director of advancement.

### Social Media

- Serve as primary content developer for social media channels under the direction of the executive director of advancement.
- Work with multiple contributors across the college to develop social media content and keep a calendar of material to post.

### Website

- Work with departments across the campus to evaluate website content and make edits to content and pages to ensure the website accurately reflects the programs and services of TBCC.
- Maintain the website front page and news and events sections.
- Work in collaboration with the IT team to ensure the TBCC website is ADA compliant and all plug-in and maintenance is completed on schedule.

### Marketing Administration

- Schedule and coordinate logistics for video productions and photoshoots including site preparation, participants, and all compliance components.
- Maintain digital assets and respond to general inquiries for artwork.
- Maintain the Constant Contact email marketing database and develop email campaigns as directed.
- Order promotional items and track supplies.
- Manage supplies and expenses – track and manage all marketing supplies and expenses and process invoices through the business office.
- Support all administrative functions of the marketing functions.

- This position will be a member of the TBCC College Council and at times will participate as a member of the Strategic Enrollment Management committee and Equity and Inclusion Committee.

### **Knowledge, Skills, Abilities**

- Excellent interpersonal skills and ability to listen and act on feedback from team members.
- Ability to plan, organize and design creative promotional materials to meet customer expectations.
- Must be able to multi-task to manage multiple projects at one time with a flexible attitude.
- Ability to deliver accurate and timely information to meet program needs.
- Ability to meet deadlines and follow a production plan.
- Excellent writing, grammar, and proofreading skills.
- Ability to professionally represent the organization with vendors and partners, and deliver exceptional customer service with a collaborative attitude.
- Must be able to work effectively with multiple stakeholders to achieve positive results.

### **Required Qualifications**

- Associate degree in communications, marketing, business, or related field with at least three years of experience in an office environment.
- Experience designing marketing materials and promotions for business.
- Experience generating content for social media and an understanding of social media best practices and principles.
- Experience supporting projects that require attention to detail.
- Experience writing for a professional environment
- Experience working as part of a team to achieve department goals.
- Proficient in Microsoft office applications with adept typing skills.
- Must be able to lift and carry 25 lbs.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator) or the ability to learn within the first six months.

### **Preferred Qualifications**

- Bi-lingual in English/Spanish
- Photography skills
- WordPress experience

### **Application Information**

Complete application packets will have first consideration. The submission of all required application materials is the responsibility of the applicant.

Please respond via email with cover letter, resume and application indicating proof of your abilities to achieve the above job description and a minimum of three references to

[patryan@tillamookbaycc.edu](mailto:patryan@tillamookbaycc.edu)

Applications may also be mailed to:  
Tillamook Bay Community College  
Attn. Human Resources

4301 Third Street  
Tillamook, OR, 97141

To print application go to: <http://tillamookbaycc.edu/tbcc-employment-opportunities/> Choose the staff application packet.

Candidate selected for hire must provide official academic transcripts.

### **Position open until filled**

First review of applications – March 2, 2020

### **Compensation and Position Availability**

This is a 1.0 FTE fulltime position.

Compensation is \$19.41/hour

Benefits in accordance with Board policy including 6% (full employer) paid PERS.